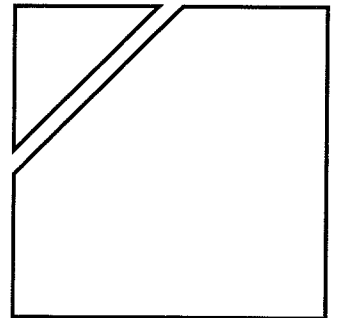




DOWNTOWN PLAN



Summary

Published October 1998-City of Scottsdale, Arizona

Background

During 1982, at the direction of the City Council, staff worked with the Planning Commission, residents, merchants, property owners and developers in an effort to assess downtown Scottsdale today and plan for downtown tomorrow. Special assistance to the city was provided by Gruen Gruen + Associates, economic consultants and JHK, transportation consultants. Originally the site of Winfield Scott's farm, Scottsdale grew around the crossroads of Indian School Road and Scottsdale Road. This is the center of the Downtown Study Area bounded by Camelback Road and Chaparral Road on the north, Miller Road on the east, Osborn Road and Earll on the south, and 68th Street on the west.

Downtown Study Goals

- PROMOTE QUALITY URBAN DESIGN WITH EMPHASIS ON SMALL TOWN CHARACTER.
- INSURE THE ECONOMIC VIABILITY OF DOWNTOWN THROUGH THE YEAR 2005.
- PROMOTE REINVESTMENT AND ATTRACT NEW DEVELOPMENT.
- IMPROVE PEDESTRIAN AND AUTO CIRCULATION.
- PROMOTE DOWNTOWN AS THE SYMBOLIC/CULTURAL CENTER OF THE COMMUNITY.
- PROMOTE THE DOWNTOWN AREA AS A PRIME RESIDENTIAL/HOTEL CENTER.

On January 25, 1983, options for downtown were reviewed with the community at a Planning Commission public hearing. The set of options included a variety of development, finance and marketing tools with varying levels of public and private participation. Based on the testimony received at this hearing and discussions held with individuals and groups during the planning process, the city planning staff/consultant team developed a recommended plan for community review. This plan was adopted by the City Council in December 1984. It became a part of the Scottsdale General Plan and guides specific development decisions in the downtown area.

Downtown Today

To achieve the study goals, it is important to understand how downtown currently functions. Although it has retained a small town appearance, it has, and will continue to undergo substantial functional and economic changes in the coming years. Downtown shifted from an agricultural center in the early 1900's to a suburban service center in the 1950's. Today it is a complex, mixed-use center, competing with the ever expanding, more sophisticated market place of the Phoenix metropolitan area in the 1980's and 1990's.

In general, downtown's economic condition is satisfactory. Retail sales and business turnover rates have been within acceptable levels. **Retail specialty** (1,263,000 square feet) and **eating and drinking establishments** (95) have continued to grow over the past ten years and currently are the dominant sectors in downtown. Although sales in the downtown rely heavily on the **tourist trade**, a relatively small portion of Scottsdale's resort accommodations are located in downtown. The majority of new construction in downtown since 1975 has been in the **office sector**, and these uses continue to represent an important and growing segment of the downtown environment. **General commercial uses**, which provide goods and services to the surrounding residential population, still represent a significant segment of the downtown economy, but this area has gradually declined in relative importance. The **residential sector** is small, representing a holdover from an earlier development period and has not shown growth in the past ten years. **Public facilities** are a major land use and will be important in maintaining downtown as the symbolic center of the city. At a joint City Council/Planning Commission meeting on December 13, 1982, the following assessment of downtown's problems and opportunities was presented:

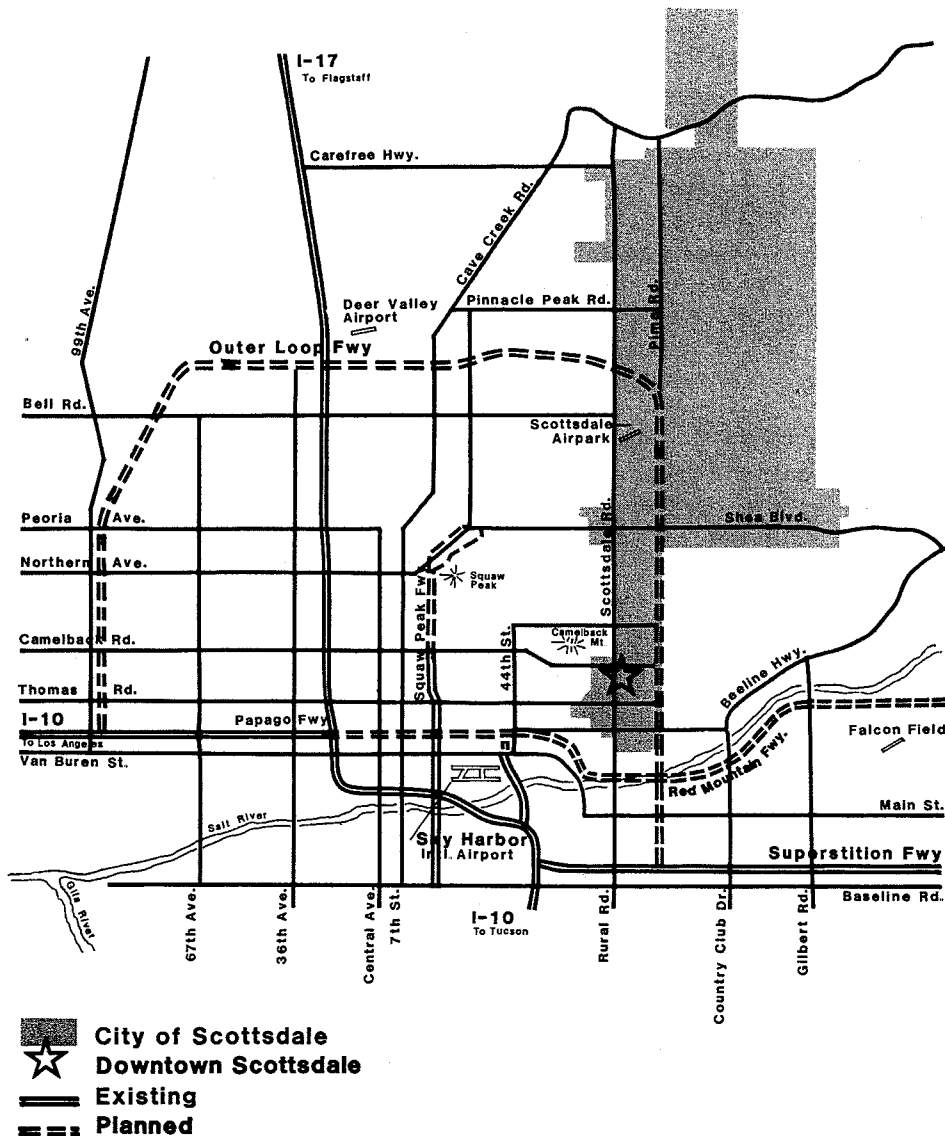


Problems

- Suburban Development Standards
- Parcelization
- Circulation and Auto Storage
- Land Economics
- Physical Condition
- Weak Retail Market Coordination

Opportunities

- Strong Mixed Use Base
- Tradition
- Community Center
- Historical Past
- Established Retail Draw
- Arts Focus
- State Tourist Attraction
- Current Development Interests
- Good Character
- Pedestrian Environment
- Strong Economic Performance
- Key Regional Location



Downtown Tomorrow

The future of downtown can be even brighter than its past. This is dependent, however, on the level of commitment that the community exhibits in promoting policies which will benefit downtown in the long term. The community can not afford to be complacent, relying on the past success of downtown to insure a bright future. To take no action could ultimately lead to downtown decline and a much more expensive price tag for solutions. Merchants, property owners and civic leaders need to make strong and innovative decisions within the context of a downtown development plan to insure a vital downtown area.

A **unified development strategy** will raise the quality, functioning efficiency, character and overall marketability of the downtown, while strengthening its desirability within the region. Implicitly, actions taken in downtown to mitigate the circulation problems will benefit the entire community.

Beneficiaries

Residents
Visitors
Property Owners
Merchants
Lessees
Developers
Hospitality Industry

Civic Organizations
Scottsdale School District
Salt River Project
Scottsdale Memorial Hospital
Chamber of Commerce
City of Scottsdale

Key Assumptions

- The existing street system will not accommodate future traffic volumes at an acceptable level of service. A minimum of three to five additional traffic lanes for major east-west and north-south streets will be needed.
- The existing street pattern is confusing and inhibits both the driver and pedestrian in their ability to get around in downtown.
- Major capital expenditures to develop new streets and expand existing streets will be necessary.
- Changes in development standards may be necessary to stimulate new construction and redevelopment.
- Reinvestment and redevelopment can be slow without incentives which allow the private sector to overcome raw land costs.
- Quality urban design and revitalization of existing structures is critical to maintaining a competitive marketing edge and an attractive place for people.
- **Office** development will occur, but may require development flexibility to insure quality design and sustained growth.
- **Retail** space is near saturation and downtown-market demand should strengthen before additional space is added.
- Achievement of major **residential** projects may require development flexibility.
- **New major hotel** development may require development flexibility and additional amenities such as conference facilities.



Downtown Plan Purpose

The Downtown Plan will provide the basis for decisions in the downtown area for the next 20 years. This plan establishes policy which will allow downtown to be a **highly functional mixed-use center** with emphasis on specialty retail, office and residential/hotel uses. The plan provides the framework within which the private sector can assume a strong leadership role in the revitalization of downtown. The plan also places emphasis on the management of design and redesign of the built environment with the understanding that Scottsdale's small town atmosphere and pedestrian scale are its strongest features. The Downtown Plan contains the following components: GUIDELINES, IMPLEMENTATION PROGRAM, AND LAND USE AND CIRCULATION POLICY.

Implementation Program

[illegible]

Downtown Guidelines

Scottsdale's ultimate goal for downtown is to provide a creative environment in which people can live, work, carry on business and pursue leisure activities.

Downtown's image should be representative of the quality of life that has traditionally made Scottsdale a highly desirable place to live.

Downtown is the symbolic center of the community. Through the reuse of historic properties and maintenance of appropriate civic uses, the downtown will remain the community's link with the past and future.

Although downtown has retained a small town appearance, it will continue to undergo substantial functional and economic changes.

Scottsdale's willingness to be responsive to economic and social change, and reassess city policy accordingly, is essential to the continued strong growth of downtown.

The social, cultural, business and civic activities that occur in downtown will play as meaningful a role as the style of its architecture in shaping its future.

The future of downtown is dependent on the consistency the community exhibits in making strong, innovative decisions with a long range perspective.

City government can play only a limited role in helping coordinate and establish a stable climate for investment through the adoption of a clear policy for downtown. However, it is primarily the level of commitment the merchants, landlords and developers exercise in effectively unifying their actions which will be the measure of success or failure of the plan.

The involvement of the private sector is pivotal to the successful revitalization of downtown. The plan provides the framework within which the private sector can assume a strong leadership role.

Fundamental to the revitalization of downtown is the understanding that both visitors and residents are attracted to the small town atmosphere and pedestrian scale that it currently offers.

Through careful design management, downtown can achieve the benefits of an intensified, highly functional mixed-use center without losing its small town atmosphere.

New structures should reflect the form, materials and design features of the development district within which they are sited. Designs that are responsive to pedestrian needs and indigenous architectural approaches should be promoted.

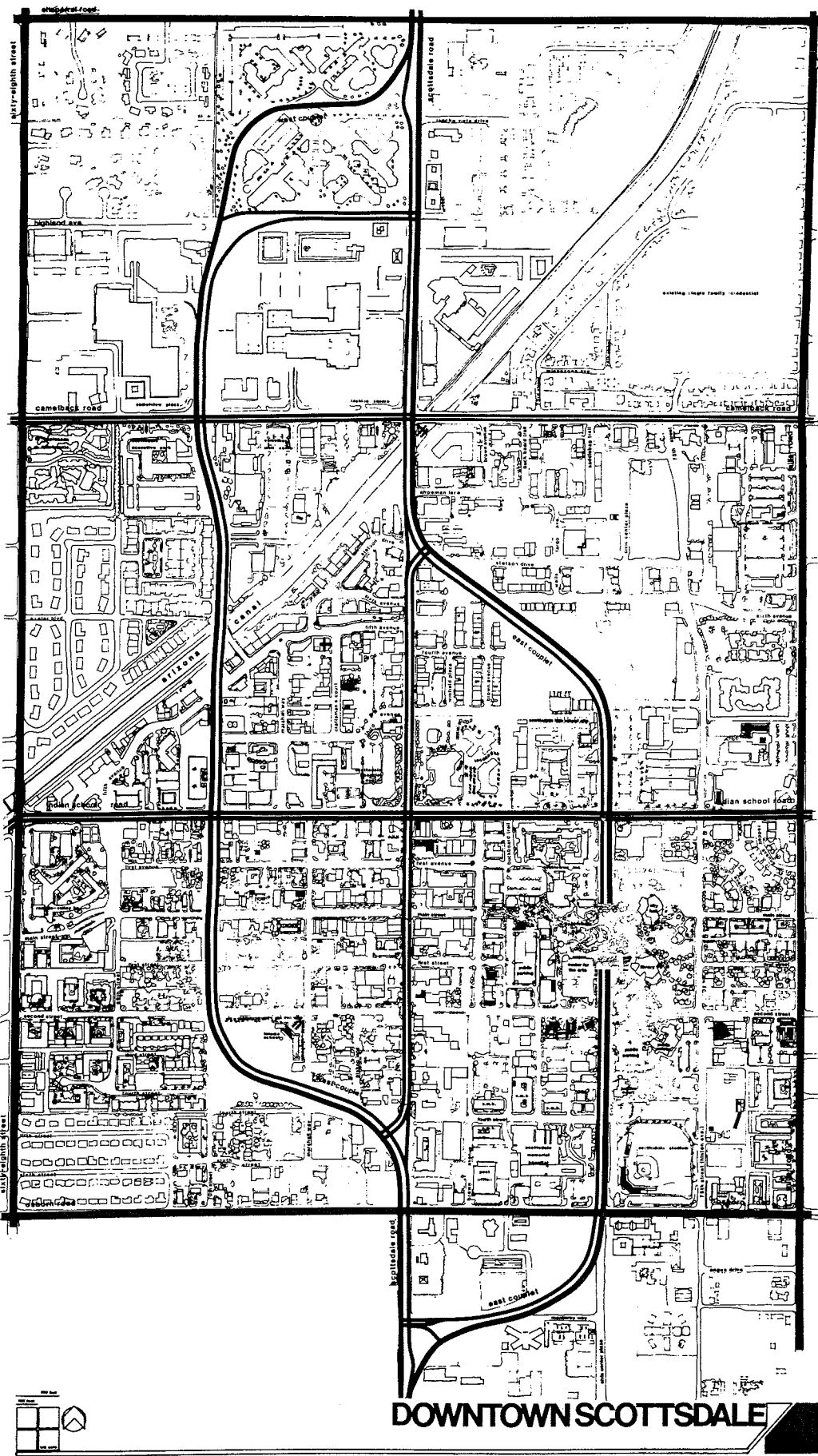
Promotion of unified development districts should allow for new building types without negatively impacting the character of proximate building/districts, introducing unacceptable traffic levels, or unnecessary duplication of existing uses. This will provide the basis for strong re-investment in downtown.

An aggressive retail marketing program including uniform store hours with night periods, creative window displays and a coordinated calendar of special events is critical to the success of downtown's retail market.

Essential to the implementation of the Downtown Plan is the development of a comprehensive circulation system. The system should include major and local streets, well located shared parking facilities, easy to use pedestrian links and an improved shuttle/trolley system geared solely to serve downtown and its related uses.

The successful implementation of the Downtown Plan will require substantial short and long term capital commitments on the part of both the private and public sector.





DOWNTOWN SCOTTSDALE



LOCATIONS SHOWN ARE APPROXIMATE